

# After WWII...C-W goes on growing

By HAL ZIMMERMAN

Clark County could hardly have been in the mind of Thomas Jefferson, an American founding father, when he wrote "Agriculture, manufacture, commerce and navigation, the four pillars of our prosperity, are the most thriving when left to individual enterprise."

But the message is appropriate for Camas, Washougal and Clark County.

Post World War II years opened opportunities for commercial development, postponed by the war effort.

In July 1948, Mickey L. Schwary announced he would build a \$100,000 L-shaped shopping center between Camas and Washougal. It opened in 1949, and started new shopping trends, a stimulus to other shopping districts in the community.

Although most of downtown Washougal and downtown Camas had been built pre-war, there have been major changes in recent decades. Arnold Surbeck's investing in a large new food store in downtown Washougal at the end of the 1950s, assured that district with a strong base, which was translated gradually into a larger Bolger drug store, two new savings and loan offices, two new bank buildings, new dental offices and the biggest post office in the two communities.

Pendleton Woolen Mill's expansions and modernization added impetus to the Washougal area, and construction of the dike spurred interest in the vast area at the southeast edge of town.

Meanwhile, over in Camas, downtown merchants and property owners had long relied on proximity to the huge Crown Zellerbach paper mill as their major economic force.

To stimulate interest, parking and modernization, a committee headed by Glenn Farrell, met every Friday morning in the chamber of commerce office for about three years to develop ideas, plans and solutions, which ultimately resulted in a temporary mock-up of a downtown shopping park in 1965.

Help from city hall and federal Housing and Urban Development money resulted in the unusual, green, growing shopping mall, which retained parking as well.

The shopping park involved merchants in

annual flower planting, installing of a musical outdoor system, and stirred several remodelings, and a much stronger interest in assuring that trees, flowers and shrubbery grace local shopping areas.

After Safeway Stores built their new store in 1966, the former Safeway store between NE 5th and NE 6th on NE Dallas was purchased and remodeled by Local 5, AWPPW, and has become a popular community meeting hall.

And when Clarke County Savings and Loan Association (now Riverview Savings and Loan) bought the Camas Inn (formerly Crown Zellerbach Hotel), it assured the community, it would not only erect an impressive new building, but would provide beautiful and ample landscaping.

So post-World War II has seen five new buildings constructed in a four-block area near the old C-Z hotel location. The Camas Municipal building, McCall Oil (formerly Belz Fuel Service), Bob Wilson's former Camas Glass building, Dr. William Karnath's professional offices, and Knapp, O'Dell and Pinkerton building have spruced up the eastern edge of the district.

The One-Stop area showed renewed vigor when

Washington State Bank, Dick Schwary's Brass Lamp Apartments and Motel, and Mini-spa all bloomed across Lechner Street from the I-Stop Shopping Center. Schwary now has plans for a mini-storage structure south of the center.

Camas' two major industrial plants, Crown Zellerbach and Tidland Corporation, have re-invested millions of dollars since World War II in buildings, modernizations, equipment, and pollution control facilities. The Crown Zellerbach investments, including additional research and development facilities, have been by far the largest industrial investments in Clark County, and the company maintains its position as the number 1 job producer in Clark County.

Tidland diversified and expanded across country, and went international, with most of its major growth coming from overseas markets in recent years.

With leadership from the Port of Camas-Washougal, the dike project in Washougal has made possible encouragement of major industrial investments as Pendleton consolidated more and more of its manufacturing in Washougal. The new

Camas-Washougal Industrial Park took shape, and expanded until now approximately 12 business and industrial firms are located there, or on other Port-developed property, providing jobs for several hundred persons, and diversity previously not possible.

Because of the good job base from industries, both Camas and Washougal have grown in population, but many homes have been built just outside city limits in both cases. The some 3,500 people in the Washougal community, and 6,000 in Camas are predicted by planners, engineering consultants and Clark County Public Utility District projectionists to approximately triple by the year 2000.

Completion of the I-205 bridge connecting east Vancouver with East Portland by 1980-81 is expected to launch a new residential boom in Eastern Clark County. Opening of Vancouver Mall, a \$50 million shopping complex, in August 1977, has already alerted all service firms, and public agencies to prepare for bigger things.

Since World War II, Camas has built four major school complexes, and Washougal has built three. Service industries have

continued to invest heavily in modernization and additional facilities to keep ahead of demand, and the growth of population has placed heavy call on the electrical industry, telephone companies and other energy suppliers.

With the two major local industries dependent upon trees and sheep, this community looks to preservation of natural resources and an agricultural environment. Residents see the secondary need of providing convenient shopping facilities and services, and with the mighty Columbia River nearby — the opportunity for both navigational development (such as barging) and the recreational pursuits offered by this major river of the west.

While Jefferson accurately pin-pointed the essential "pillars of prosperity" when left to "individual enterprise," the desire of man for meaning, purpose and quality has opened the new frontier to challenge human restlessness. The cultural and philosophical dimensions await new decisions.



THE CAMAS SHOPPING MALL was conceived in the early '60s, and in 1965 Fourth Avenue was redesigned and this temporary

"mock-up" was in place for two months while residents got used to it, offered suggestions and, in general, endorsed the plan.